



## Webmaster

**About the Education Achievement Authority:** The Education Achievement Authority is a new statewide school system that will assume operation of the lowest five (5) percent of performing schools in the state of Michigan that are not achieving satisfactory results on a redesign plan or that are under an Emergency Manager. It is designed to provide a new, stable, financially responsible set of public schools that create the conditions, supports, tools and resources under which teachers can help students make significant academic gains. It will first apply to underperforming schools in Detroit in the 2012–2013 school year and then be expanded to include low performing schools throughout Michigan.

**JOB TITLE:** Webmaster

**REPORTS TO:** Executive Director for Public Relations and District Communications

### **SUMMARY of POSITION:**

Under limited supervision, develops strategic communications plan and implementation strategy for the EAA including needs assessment, research, writing/editing, production and distribution of materials to effectively publicize EAA programs to the community. Responsible for media relations which includes organizing and implementing media events and exhibits. Develops publicity for EAA system wide promotions and events. Remain current in new and advanced web software and design practices and train school webmasters for migration into the new software and procedures. Manages the design, implementation, documentation, training and troubleshooting of all District web resources

### **PRIMARY DUTIES AND RESPONSIBILITIES:**

The person filling this position will assume responsibility for assisting the Executive Director for Public Relations and District Communications as well as managing and keeping the district's webpage current. Additionally, the successful candidate will assume the following duties:

- Develops, designs, implements and maintains:
  - District Internet website
  - The District Intranet website
  - The District SharePoint Portal Site
  - Any special district projects in the schools
  - All school websites.
- Coordinates District plans for all website communication
- Monitors, improves, and updates the publication and performance of all District websites
- Takes responsibility for the content, quality, design and style of the district and school websites
- Enforces guidelines, standards, board policies and state laws as they pertain to all websites within the school district

- Optimizes web architecture for navigability (browser and mobile platforms)
- Maintains, converts and optimizes published documents for online use
- Assists school-level webmasters with publishing teacher websites
- Assists in training teachers/students for class project websites
- Serves as a help desk for parents and community searching for district information
- Tracks and analyzes web traffic statistics for periodic reporting and review of content effectiveness
- Develops and implements strategic communication plan including establishing and expanding long-term corporate/community partnerships and developing promotion strategies and materials to enhance visibility of and appreciation for EAA.
- Maintains brand management guidelines.
- Assists in writing and content for PR materials
- Provides photographs for publicity.
- Coordinates with appropriate staff to develop major presentation materials.
- Checks hyperlinks regularly to insure validity
- Mediates between school-level webmasters and District administration goals
- Provide support, planning and resources for all WCS webmasters and designated WCS employees
- Creates user manuals for administrative software designed with the EAA website tasks in mind and publish on the EAA Intranet

#### **Job Requirements:**

**Minimum Qualifications :** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

- Attention to detail and strong organizational and communication skills. Ability to work well with others.
- Knowledge of SQL or MySQL Database queries and functions for custom web reporting and formatting.
- Knowledge of IIS and web based authentication (Basic, Forms, Claims Based, Windows).
- Graphic design experience using tools such as Adobe Creative Suite and Expression Studio.
- Organizational skills in file management with a large variety of file types.
- Knowledge of Microsoft web server and development products (i.e. Expression Studio, Visual Studio, InfoPath, IIS and IIS plugins).
- Experience in SharePoint Services and web part development.

#### **EDUCATION AND EXPERIENCE:**

Minimum qualifications include:

High School diploma or equivalent, and/or 3 years work experience in related field. Bachelor's degree in job related area preferred;

Job related experience with increasing levels of responsibility is required. Certified Internet Web Professional (CIW) or equivalent certifications preferred.

**Knowledge & Experience**

- Good knowledge of Web technologies, protocols, and tools.
- Advanced programming experience with HTML.
- Strong understanding of other Internet programming languages.
- Working knowledge of Web authoring, development and publishing tools.
- Strong understanding of communications, marketing, and customer service principles.
- Experience with computer graphic and multimedia design.
- Comprehensive experience with all aspects of Web site content management.
- Sensitivity to browser compatibility issues.
- Understanding of basic project management principles.
- Good understanding of the organization's goals and objectives.

**Personal Attributes**

- Excellent written and oral communication skills.
- Excellent interpersonal skills.
- Ability to present ideas in a business-friendly and user-friendly language.
- Highly self-motivated and directed.
- Keen attention to detail.
- Good analytical and problem-solving abilities.
- Ability to effectively prioritize and execute tasks in a high-pressure environment.

<b>FILING DEADLINE:</b>	Posted until filled
<b>SALARY:</b>	Commensurate with experience
<b>LENGTH OF WORK YEAR:</b>	Twelve (12) Months
<b>EFFECTIVE DATE:</b>	Immediately

**METHOD OF APPLICATION:** All interested candidates should submit a letter of interest and current resume to:

EAAjobs@eaaofmichigan.org